

Project Design Phase
Proposed Solution Template

Date	27 June 2025
Team ID	LTVIP2025TMID49941
Project Name	Toy craft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers lack data-driven insights into consumer preferences, regional trends, and product performance, making it difficult to make informed business decisions
2.	Idea / Solution description	Our solution leverages Tableau to analyze and visualize toy manufacturing data. It uncovers key insights related to product popularity, sales trends across demographics and regions, seasonal demand, and inventory issues.
3.	Novelty / Uniqueness	Unlike generic dashboards, our project focuses specifically on the toy industry with a storytelling approach. We blend interactive visualizations with narrative elements to guide manufacturers through actionable insights, making the analytics process more engaging and intuitive
4.	Social Impact / Customer Satisfaction	By helping toy manufacturers better understand customer needs and market demands, the solution contributes to increased customer satisfaction, reduced waste, and more relevant product offerings for children across different regions and age groups
5.	Business Model (Revenue Model)	The solution can be offered as a SaaS (Software as a Service) model where toy manufacturers subscribe to access analytics services. Additional customization and insights packages can be monetized through tiered pricing
6.	Scalability of the Solution	The model is scalable across different sectors in the toy industry and can be expanded to other consumer goods sectors. It can also accommodate real-time data integration for larger enterprises